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**Grantham et al.**(10) **Pub. No.: US 2020/0410575 A1**(43) **Pub. Date: Dec. 31, 2020**(54) **GENERATING CUSTOMIZABLE AVATAR OUTFITS**(71) Applicant: **Snap Inc.**, Santa Monica, CA (US)(72) Inventors: **Matthew Colin Grantham**, Toronto (CA); **David Whyte**, Toronto (CA)(21) Appl. No.: **16/457,344**(22) Filed: **Jun. 28, 2019****Publication Classification**(51) **Int. Cl.**  
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(57)

**ABSTRACT**

Method of generating customizable avatar outfits and accessories starts with a processor receiving a first identification information associated with a first article of clothing for sale on a first third-party server. The processor generates an outfit update interface comprising an avatar associated with a user of a client device and a first selectable item corresponding to the first article of clothing. The processor receives a selection from the client device of the first selectable item. The processor modifies the avatar to generate a modified avatar that is wearing an avatar outfit that comprises a first item that resembles the first article of clothing. The processor then causes the modified avatar to be displayed on a display screen of the client device. Other embodiments are disclosed.

